

Rep Order# 9809546 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/05/2012 11:18 AM
Last Received: 09/05/2012 10:38 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product AMER.4 PROSPERITY
Estimate# 1305
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1305
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINES 1,5,12,13. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F	430P-5P	NEWS	:60	\$3,200.00	09/04-09/07	3	1	3	\$9,600.00	
		Sales Remark: V3 1X NA										
		V3 Comment Changed, Spots/week Changed										
	*5	TU	10P-11P	DNC	:60	\$9,000.00	09/04-09/04	0	0	0	\$0.00	
		Sales Remark: V3 1X NA										
		V3 Comment Changed, Spots/week Changed										
	*12	M	6P-630P	NEWS	:60	\$4,000.00	09/10-09/10	0	0	0	\$0.00	
		Sales Remark: V3 1X NA										
		V3 Comment Changed, Spots/week Changed										
	*13	M	7P-730P	INSIDE	:60	\$3,200.00	09/10-09/10	0	0	0	\$0.00	
		Sales Remark: V3 1X NA										
		V3 Comment Changed, Spots/week Changed										
	*15	M	7P-10P	NFL BENGALS	:60	\$19,400.00	09/10-09/10	1	1	1	\$19,400.00	
		Sales Remark: V3 MKGD										
		V3 Added										

---REPORT TOTALS---

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Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Report Totals: 4 / \$29,000.00

---SALES MONTHLY TOTALS---

Sep 12: 19 / \$105,600.00

Sales Totals: 19 / \$105,600.00

Station Totals: 19 / \$105,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$301,026	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	47%
		WKRC	35%	WLWT	11%	WSTR	0%	WXIX	5%		

Books null
Demos RA35+

Rep Order# 9809546 Ver# 2 Status Returned
EC'd Yes

Traffic Order#

Printed: 09/05/2012 9:28 AM
Last Received: 08/31/2012 11:28 AM
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--- CONTRACT COMMENT ---

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--- REMARKS ---

pls see lines 1,5,12,& 13

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F	430P-5P	NEWS	:60	\$3,200.00	09/04-09/07	4	1	4	\$12,800.00	
		Station Remark: V2 1x na 9/7 sched change mg sun 9/9 12-1p ncir nfl today										
	*5	TU	10P-11P	DNC	:60	\$9,000.00	09/04-09/04	1	1	1	\$9,000.00	
		Station Remark: V2 1x na 9/4 no time mg thur 8-9p 9/6 ncir big bang/mother										
	*12	M	6P-630P	NEWS	:60	\$4,000.00	09/10-09/10	1	1	1	\$4,000.00	
		Station Remark: V2 1x na 9/10 no news mg thur-sun 11-1135p news ncir 9/6-9/9										
	*13	M	7P-730P	INSIDE	:60	\$3,200.00	09/10-09/10	1	1	1	\$3,200.00	
		Station Remark: V2 1x na 9/10 sched change mg stp on thur 9/6 ncir										

---REPORT TOTALS---

Report Totals: 7 / \$29,000.00

---SALES MONTHLY TOTALS---

Sep 12: 22 / \$105,600.00

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sales Totals: 22 / \$105,600.00

Station Totals: 22 / \$105,600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$301,026	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	47%
		WKRC	35%	WLWT	11%	WSTR	0%	WXIX	5%		

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, September 04, 2012 1:54 PM
To: Connell II, Jim; Williams, Lynda
Cc: Hanning, Jim
Subject: Spot - Preempt: Americans for Prosperity - 53590

Station: WKRC-TV

Order Information:

Order #: 53590
Order Total: \$105,600.00
Agency: Mentzer Media Services
Advertiser: Americans for Prosperity
Product: AMER.4 PROSPERITY
Alternate Order #: 09809546
Estimate #: 1305
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53590-1-4):

Rate: \$3,200.00
Air Date: Fri 09/07/12
Eligible Days: -TWThF----
Inventory Code: 4p Local 12 News at Four
Inventory Description: 4p Local 12 News at Four
Inventory Code Time: 4:30 PM-5:00 PM

Spot Type: NM

Restricted: Earliest start: 4:30:00 PM, Latest end: 5:00:00 PM

Length: 1:00

Channel(s): [1] WKRC

Priority: Non Preemptible Spot

Preempt Reason: Program Change -No Return

*1x Spots 12-1P off News
(NRC Today) on 9/7 News*

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Friday, August 31, 2012 3:17 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Americans for Prosperity - 53590

Station: WKRC-TV

Order Information:

Order #: 53590
Order Total: \$105,600.00
Agency: Mentzer Media Services
Advertiser: Americans for Prosperity
Product: AMER.4 PROSPERITY
Alternate Order #: 09809546
Estimate #: 1305
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53590-5-1):

Rate: \$9,000.00
Air Date: Tue 09/04/12
Eligible Days: -T-----
Inventory Code: Tue Reg 3
Inventory Description: Tue Reg 3
Inventory Code Time: 10:00 PM-11:00 PM
Spot Type: NM
Length: 1:00
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: Program Change -No Return

1x Thurs 8-9p
or 9/6 MWA

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Sunday, September 02, 2012 4:06 PM
To: Connell II, Jim; Williams, Lynda
Cc: Hanning, Jim
Subject: Spot - Preempt: Americans for Prosperity - 53590

This email notification contains (2) different actions.

Station: WKRC-TV

Order Information:

Order #: 53590
Order Total: \$105,600.00
Agency: Mentzer Media Services
Advertiser: Americans for Prosperity
Product: AMER.4 PROSPERITY
Alternate Order #: 09809546
Estimate #: 1305
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53590-12-1):

Rate: \$4,000.00
Air Date: Mon 09/10/12
Eligible Days: M-----
Inventory Code: 6p Local 12 News at Six
Inventory Description: 6p Local 12 News at Six
Inventory Code Time: 6:00 PM-6:30 PM
Spot Type: NM
Length: 1:00
Channel(s): [1] WKRC
Priority: Non Preemptible Spot
Preempt Reason: Program Change -No Return Event 2 (Spot - Preempt)

*1x Fri-Sun 11-11:30a
9/5-9/9 News*

Preempted Spot Information (53590-13-1):

Rate: \$3,200.00
Air Date: Mon 09/10/12
Eligible Days: M-----
Inventory Code: M-F 7p-730p
Inventory Description: M-F 7p-730p
Inventory Code Time: 7:00 PM-7:30 PM
Spot Type: NM
Length: 1:00
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Change -No Return

57p on Thurs 9/6 News

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Americans for Prosperity												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 53590												
Line: 1												
09/04/12	Tuesday	1:43:21 PM	1:00	\$3,200.00	AFP-12-	4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM)	AMER.4 PROSPERITY	1305	P-1		3	MWASH-
09/05/12	Wednesday	1:42:51 PM	1:00	\$3,200.00	AFP-12-	4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM)	AMER.4 PROSPERITY	1305	P-1		1	MWASH-
09/06/12	Thursday	1:50:36 PM	1:00	\$3,200.00		4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM)	AMER.4 PROSPERITY	1305	P-1		2	MWASH-
											3	
Line: 2												
09/05/12	Wednesday	3:20:17 PM	1:00	\$4,000.00	AFP-12-	6p Local 12 News at Six (6:00 PM-6:30 PM)	AMER.4 PROSPERITY	1305	P-1		1	MWASH-
											1	
Line: 3												
09/04/12	Tuesday	7:10:27 PM	1:00	\$3,200.00	AFP-12-	M-F 7p-730p	7:00 PM-7:30 PM	AMER.4 PROSPERITY	1305	P-2	2	MWASH-
09/06/12	Thursday	7:28:04 PM	1:00	\$3,200.00		M-F 7p-730p	7:00 PM-7:30 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
											2	
Line: 4												
09/04/12	Tuesday	11:26:56 PM	1:00	\$4,400.00	AFP-12-	11p M-Su Local 12 New 11:00 PM-11:35 PM	AMER.4 PROSPERITY	1305	P-2		1	MWASH-
09/05/12	Wednesday	11:05:23 PM	1:00	\$4,400.00	AFP-12-	11p M-Su Local 12 New 11:00 PM-11:35 PM	AMER.4 PROSPERITY	1305	P-2		4	MWASH-
09/08/12	Saturday	11:05:20 PM	1:00	\$4,400.00		11p M-Su Local 12 New 11:00 PM-11:35 PM	AMER.4 PROSPERITY	1305	P-2		3	MWASH-
09/09/12	Sunday	11:18:54 PM	1:00	\$4,400.00		11p M-Su Local 12 New 11:00 PM-11:35 PM	AMER.4 PROSPERITY	1305	P-2		2	MWASH-
											4	
Line: 6												
09/07/12	Friday	10:28:30 PM	1:00	\$10,000.00		Fri Reg 3	10:00 PM-11:00 PM	AMER.4 PROSPERITY	1305	P-1	1	MWASH-
											1	
Line: 7												
09/08/12	Saturday	9:28:32 PM	1:00	\$3,000.00		Sat Reg 2	9:00 PM-10:00 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
09/08/12	Saturday	9:58:56 PM	1:00	\$3,000.00		Sat Reg 2	9:00 PM-10:00 PM	AMER.4 PROSPERITY	1305	P-2	2	MWASH-
											2	
Line: 8												
09/08/12	Saturday	10:28:00 PM	1:00	\$5,000.00		Sat Reg 3	10:00 PM-11:00 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
											1	
Line: 9												
09/09/12	Sunday	7:58:41 PM	1:00	\$12,000.00		Sun Reg 1	7:00 PM-8:00 PM	AMER.4 PROSPERITY	1305	P-1	1	MWASH-
											1	
Line: 10												
09/09/12	Sunday	10:28:15 PM	1:00	\$8,000.00		Sun Reg 4	10:00 PM-11:00 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
											1	
Line: 11												
09/10/12	Monday	11:42:36 PM	1:00	\$3,200.00		4p Local 12 News at Fo (4:30:00 PM-5:00:00 PM)	AMER.4 PROSPERITY	1305	P-1		1	MWASH-
											1	
Line: 13												
09/10/12	Monday	7:11:00 PM	1:00	\$19,400.00		Bengals vs Baltimore	(7:00:00 PM-10:00:00 PM)	AMER.4 PROSPERITY	1305	P-3	2	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Americans for Prosperity

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 53590

Line: 13

				\$19,400.00							1	
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Line: 14

09/10/12	Monday	1:26:07 PM	1:00	\$4,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	AMER.4 PROSPERITY	1305	P-2	1	MWASH-
				\$4,400.00							1	
				\$105,600.00							19	
				\$105,600.00							19	
				\$105,600.00							19	
				\$105,600.00							19	
				\$105,600.00							19	

[Filtered by:] [Sorted by: Station]